

# ORDER



**Orders**

**Order / Rev:** 711917

Alt Order #:

**Product Desc:** PATTON / EKLUND

**Estimate:** 389

**Flight Dates:** 09/10/12 - 09/16/12

**Original Date / Rev:** 09/07/12 / 09/07/12

**Order Type:** Political

**WKYC**

**Primary AE:** Denel Kizler

**Sales Office:** WKYC

**Sales Region:** LOC

**Agency Name:** Midwest Communications & Media/ PC

**Buying Contact:**

**Billing Contact:**

49 South Grant Ave.

Columbus, OH 43215

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser Name:** Republican Senate Campaign Commit

**Demographic:** A25-54

**Product Codes:** PL-State/Local,PL-US House

**Priority:** P-3

**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	35	\$29,750.00	\$25,287.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	35	\$29,750.00	\$25,287.50	0.00
<b>Totals</b>	<b>35</b>	<b>\$29,750.00</b>	<b>\$25,287.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WKYC	35%	\$29,750.00
Market	100%	\$85,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	32%	\$27,200.00
WJW	29%	\$24,650.00
WOIO	4%	\$3,400.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/10/12	09/16/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MTWTFSS	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	MTWTFSS		3		\$1,800.00		0.00					
2	WKYC	09/10/12	09/16/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	MTWTF--		5		\$350.00		0.00					
3	WKYC	09/10/12	09/16/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	MTWTF--		3		\$800.00		0.00					

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Advertiser: Republican Senate Campaign Committee  
 Product Desc: PATTON / EKLUND  
 Estimate: 389

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKYC	09/10/12	09/16/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWTF--		3			\$800.00			0.00			
5	WKYC	09/10/12	09/16/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWTF--		3			\$400.00			0.00			
6	WKYC	09/10/12	09/16/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWTF--		5			\$200.00			0.00			
7	WKYC	09/10/12	09/16/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWTF--		3			\$700.00			0.00			
8	WKYC	09/10/12	09/16/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$1,800.00	P-3	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWTF--		5			\$1,800.00			0.00			
9	WKYC	09/10/12	09/16/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MTWTF--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWTF--		2			\$1,200.00			0.00			
10	WKYC	09/10/12	09/16/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		1			\$800.00			0.00			
11	WKYC	09/10/12	09/16/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		1			\$500.00			0.00			
12	WKYC	09/10/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1			\$800.00			0.00			
Totals														35	\$29,750.00